

select:

ONE MOOD

THREE OBJECTS

ONE SPARK

ONE NARRATIVE



INSTRUCTIONS

select:

ONE MOOD

THREE OBJECTS

ONE SPARK

ONE NARRATIVE



INSTRUCTIONS

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INSTRUCTIONS

select:

ONE MOOD

THREE OBJECTS

ONE SPARK

ONE NARRATIVE



INSTRUCTIONS

speculative design

EXCITEMENT

poow



MOOD

speculative design

DELIGHT

poow



MOOD

speculative design

HOPE

poow



MOOD

speculative design

FASCINATION

poow



MOOD

speculative design

CURIOSITY

poow



MOOD

speculative design

INSPIRATION

poow



MOOD

speculative design

PRIDE

poow



MOOD

speculative design

OPTIMISM

poow



MOOD

speculative design

EMPOWERMENT

poow



MOOD

speculative design

WONDER

poow



MOOD

speculative design

JOY

poow



MOOD

speculative design

CONFIDENCE

poow



MOOD

speculative design

GRATITUDE

poow



MOOD

speculative design

INNOVATION

poow



MOOD

speculative design

ANTICIPATION

poow



MOOD

speculative design

ADVENTURE

poow



MOOD

speculative design

AMAZEMENT

poow



MOOD

speculative design

CELEBRATION

poow



MOOD

speculative design

URGENCY

without negativity — “we must!”

poow



MOOD

speculative design

PLAYFULNESS

poow



MOOD

speculative design

COURAGE

poow



MOOD

speculative design

DETERMINATION

poow



MOOD

speculative design

AMBITION

poow



MOOD

speculative design

RELIEF

poow



MOOD

speculative design

SATISFACTION

poow



MOOD

speculative design

AIRPORT DISPLAY

object



OBJECT

speculative design

TIKTOK / YOUTUBE CHALLENGE

object



OBJECT

speculative design

POSTCARD

object



OBJECT

speculative design

FESTIVAL

object



OBJECT

speculative design

COUNTY FAIR

object



OBJECT

speculative design

CLASSROOM

object



OBJECT

speculative design

BUSINESS

object



OBJECT

speculative design

CONVENTION

object



OBJECT

speculative design

STATUE

object



OBJECT

speculative design

POLICY

object



OBJECT

speculative design

VETERINARY CLINIC

object



OBJECT

speculative design

RESTAURANT

object



OBJECT

speculative design

COFFEE HOUSE

object



OBJECT

speculative design

MUSIC CONCERT

object



OBJECT

speculative design

FOOD TRUCK

object



OBJECT

speculative design

NEWSPAPER HEADLINE

object



OBJECT

speculative design

SOUVENIR

object



OBJECT

speculative design

BARN

object



OBJECT

speculative design

PODCAST EPISODE

object



OBJECT

speculative design

BILLBOARD

object



OBJECT

speculative design

CHILDREN'S BOOK

object



OBJECT

speculative design

MUSEUM EXHIBIT

object



OBJECT

speculative design

MOBILE APP

object



OBJECT

speculative design

PUBLIC SERVICE ANNOUNCEMENT (PSA)

object



OBJECT

speculative design

DOCUMENTARY FILM

object



OBJECT

speculative design

BUS WRAP ADVERTISEMENT

object



OBJECT

speculative design

STARTUP PITCH

object



OBJECT

speculative design

ART MURAL

object



OBJECT

speculative design

SOCIAL MEDIA CAMPAIGN

object



OBJECT

speculative design

INTERACTIVE GAME

object



OBJECT

speculative design

WHAT IF EVERY
ANIMAL ON A
FARM HAD AN
INDIVIDUAL
WELFARE PLAN?

spark



SPARK

speculative design

WHAT IF EVERY FARM HAD A VISITORS CENTER?

spark



SPARK

speculative design

WHAT IF EVERY TOWN HAD A DAIRY?

spark



SPARK

speculative design

WHAT IF ANIMAL HEALTH WAS A TOP PRIORITY?

spark



SPARK

speculative design

WHAT IF ANIMAL AG JOBS WERE DESIREABLE?

spark



SPARK

speculative design

WHAT IF YOU IDENTIFY THE DISEASE ON DAY 1?

spark



SPARK

speculative design

WHAT IF YOU
COULD GENERATE
POWER FOR YOUR
COMMUNITY ON
YOUR FARM?

spark



SPARK

speculative design

WHAT IF
AGRICULTURAL
LEADERS
DEVELOPED
POLICIES?

spark



SPARK

speculative design

WHY NOT ASK FARMERS HOW TO ENGAGE THE PUBLIC?

spark



SPARK

speculative design

WHAT IF
CONSUMERS
DEMANDED
LOCAL ANIMAL
AGRICULTURE?

spark



SPARK

speculative design

WHAT IF FARM
WORKERS EARNED
THE HIGHEST
WAGES IN
AGRICULTURE?

spark



SPARK

speculative design

WHAT IF LIVESTOCK OPERATIONS PRODUCED ZERO WASTE?

spark



SPARK

speculative design

WHAT IF
TECHNOLOGY COULD
PREDICT ANIMAL
HEALTH ISSUES
BEFORE SYMPTOMS
APPEARED?

spark



SPARK

speculative design

WHAT IF FARMS
BECAME THE
CENTERS FOR STEM
EDUCATION IN THEIR
COMMUNITIES?

spark



SPARK

speculative design

WHAT IF ANIMAL PRODUCTS WERE CARBON-NEGATIVE?

spark



SPARK

speculative design

WHAT IF FARM TOURS WERE AS COMMON AS VISITING A ZOO?

spark



SPARK

speculative design

WHAT IF FARMERS
WERE THE MOST
TRUSTED SOURCE
OF SCIENTIFIC
INFORMATION?

spark



SPARK

speculative design

WHAT IF PRECISION
LIVESTOCK FARMING
WAS AS COMMON
AS SMARTPHONES?

spark



SPARK

speculative design

WHAT IF FARMS
COULD CREATE
THEIR OWN
MICRO-ECONOMIES?

spark



SPARK

speculative design

WHAT IF VETERINARY
SERVICES WERE
AVAILABLE 24/7
THROUGH
TELEMEDICINE?

spark



SPARK

speculative design

WHAT IF NO
ANTIBIOTICS WERE
NEEDED BECAUSE
OF STRONGER
ANIMAL IMMUNITY?

spark



SPARK

speculative design

WHAT IF YOUNG
PEOPLE LINED UP
TO WORK IN
ANIMAL
AGRICULTURE?

spark



SPARK

speculative design

WHAT IF FARMS
HOSTED REGULAR
COMMUNITY DINNERS
TO CONNECT
CONSUMERS TO
PRODUCERS?

spark



SPARK

speculative design

WHAT IF FARM
DECISIONS WERE
MADE USING
REAL-TIME DATA
FROM EVERY
ANIMAL?

spark



SPARK

speculative design

WHAT IF
SUSTAINABILITY
BECAME THE MAIN
MEASURE OF FARM
SUCCESS?

spark



SPARK

speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY BASED ON YOUR THREE SELECTED CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE



speculative design

TELL A STORY
BASED ON YOUR
THREE SELECTED
CARDS

narrative

NARRATIVE

